



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Buying Time, LLC  
650 Massachusetts Avenue NW  
Suite 210  
Washington, DC 20001

# Contract # 327287

**Schedule Dates** 09/28/12-09/28/12  
**Advertiser** Pol/W Dalton/D/NC Governor (16265)  
**Agency** Buying Time, LLC (2536)  
**Product** Political - State Candidate (1071)  
**Brand** 2207 GOV (135331)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** WELSH, KATHRYN  
**Phone/Fax** /  
**CPE** 323/326/2207  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** DALTON FOR GOVERNOR  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 08/16/12  
**Last Modified** 09/21/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06281060  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$0.00  
**Net Total** \$0.00  
**Sales Tax**

Grand Total:

Spots

Rate

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Cancelled Line / Spot	09/28/12-09/28/12	5	:30	12P-1P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS MIDDAY	9/21/12
2.0	Cancelled Line / Spot	09/28/12-09/28/12	4	:30	4:30A-4:59A (EST)						1			1	\$175.00	\$175.00	Charlotte (WSOC)	EYEWITNESS NEWS 430A	9/21/12
3.0	Cancelled Line / Spot	09/28/12-09/28/12	4	:30	5:30A-6A (EST)						1			1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	9/21/12
4.0	Cancelled Line / Spot	09/28/12-09/28/12	4	:30	5:30P-6P (EST)						1			1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	9/21/12
5.0	Cancelled Line / Spot	09/28/12-09/28/12	5	:30	6:58P-7:30P (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)	INSIDE EDITION	9/21/12
6.0	Cancelled Line / Spot	09/28/12-09/28/12	4	:30	7A-8A (EST)						1			1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	9/21/12
7.0	Cancelled Line / Spot	10/01/12-10/01/12	5	:30	10A-11A (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	DR. PHIL	9/21/12
8.0	Cancelled Line / Spot	10/01/12-10/01/12	5	:30	12:02A-1:06A (EST)						1			1	\$150.00	\$150.00	Charlotte (WSOC)	JIMMY KIMMEL	9/21/12
9.0	Cancelled Line / Spot	10/01/12-10/01/12	5	:30	12P-1P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS MIDDAY	9/21/12
10.0	Cancelled Line / Spot	10/01/12-10/01/12	4	:30	4:30A-4:59A (EST)						1			1	\$175.00	\$175.00	Charlotte (WSOC)	EYEWITNESS NEWS 430A	9/21/12
11.0	Cancelled Line / Spot	10/01/12-10/01/12	4	:30	5:30A-6A (EST)						1			1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	9/21/12
12.0	Cancelled Line / Spot	10/01/12-10/01/12	4	:30	5:30P-6P (EST)						1			1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	9/21/12
13.0	Cancelled Line / Spot	10/01/12-10/01/12	5	:30	6:58P-7:30P (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)	INSIDE EDITION	9/21/12

## CONFIRMATION CONTRACT

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Weekend P/B Piggy Back

At: 11:34 AM on Monday, September 24 2012



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Buying Time, LLC  
650 Massachusetts Avenue NW  
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# Contract # 327287

## Schedule Dates

## Advertiser

## Agency

## Product

## Brand

## Salesperson

## Sales Office

## Buyer Name

## Phone/Fax

## CPE

## Account Types

## Billing Type

## Comments

Date Entered 08/16/12

Last Modified 09/21/12

Entered By Jill Hipskind

CO-OP No

Headline # 06281060

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$0.00

Net Total \$0.00

Sales Tax

Spots

Rate

Grand Total:

Pol/W Dalton/D/NC Governor (16265)  
Buying Time, LLC (2536)  
Political - State Candidate (1071)  
2207 GOV (135331)  
Telerep/Philadelphia, Philadelphia (1057)  
Telerep/Philadelphia  
WELSH,KATHRYN  
/ 323,326/2207  
National/Political  
Standard  
DALTON FOR GOVERNOR  
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Cancelled Line / Spot	10/01/12-10/01/12	4	:30	7A- 8A (EST)	1	1							1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	9/21/12
15.0	Cancelled Line / Spot	10/01/12-10/01/12	5	:30	7:30P- 7:56P (EST)	1	1							1	\$850.00	\$850.00	Charlotte (WSOC)	ENTERTAINMENT TONIGHT	9/21/12
16.0	Cancelled Line / Spot	09/29/12-09/29/12	4	:30	6A- 7A (EST)									1	\$400.00	\$400.00	Charlotte (WSOC)	SATURDAY AM NEWS	9/21/12
17.0	Cancelled Line / Spot	09/29/12-09/29/12	4	:30	7A- 8A (EST)									1	\$425.00	\$425.00	Charlotte (WSOC)	SATURDAY AM NEWS	9/21/12
18.0	Cancelled Line / Spot	09/29/12-09/29/12	5	:30	7:30P- 8P (EST)									1	\$450.00	\$450.00	Charlotte (WSOC)	ET WEEKEND	9/21/12
19.0	Cancelled Line / Spot	09/29/12-09/29/12	4	:30	8A- 9A (EST)									1	\$625.00	\$625.00	Charlotte (WSOC)	SATURDAY GMA	9/21/12
20.0	Cancelled Line / Spot	09/30/12-09/30/12	4	:30	12P- 12:30P (EST)									1	\$390.00	\$390.00	Charlotte (WSOC)	EYEWITNESS NEWS SUNDAY	9/21/12
21.0	Cancelled Line / Spot	09/30/12-09/30/12	4	:30	8A- 9A (EST)									1	\$625.00	\$625.00	Charlotte (WSOC)	THIS WEEK	9/21/12
22.0	Cancelled Line / Spot	09/30/12-09/30/12	4	:30	9A- 10A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	DR. PHIL	9/21/12
23.0	Cancelled Line / Spot	09/27/12-09/27/12	4	:30	10A- 11A (EST)									1	\$150.00	\$150.00	Charlotte (WSOC)	JIMMY KIMMEL	9/21/12
24.0	Cancelled Line / Spot	09/27/12-09/27/12	5	:30	12:02A- 1:06A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS MIDDAY	9/21/12
25.0	Cancelled Line / Spot	09/27/12-09/27/12	4	:30	5:30A- 6A (EST)									1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	9/21/12

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Bookend P/B Piggy Back

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Brand: 2207 GOV (135331)

## Salesperson

Telerep/Philadelphia, Philadelphia (1057)

## Sales Office

Telerep/Philadelphia

## Buyer Name

WELSH, KATHRYN

## Phone/Fax

/

## CPE

323/326/2207

## Account Types

National/Political

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## Comments

DALTON FOR GOVERNOR

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Jill Hipskind

## CO-OP

No

## Headline #

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## Demo

## Order Type

Normal

## Package Deal

## Commission %

15.00

## Commission

\$0.00

## Net Total

\$0.00

## Sales Tax

## Spots

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Grand Total:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
27.0	Cancelled Line / Spot	09/27/12-09/27/12	4	:30	6P- 6:30P (EST)	1				1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	9/21/12
28.0	Cancelled Line / Spot	09/27/12-09/27/12	4	:30	6:30A- 7A (EST)	1				1				1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:30A	9/21/12
29.0	Cancelled Line / Spot	09/27/12-09/27/12	5	:30	7:30P- 7:56P (EST)	1				1				1	\$850.00	\$850.00	Charlotte (WSOC)	ENTERTAINMENT TONIGHT	9/21/12
30.0	Cancelled Line / Spot	09/25/12-09/25/12	5	:30	12P- 1P (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS MIDDAY	9/21/12
31.0	Cancelled Line / Spot	09/25/12-09/25/12	4	:30	4:30A- 4:59A (EST)	1								1	\$175.00	\$175.00	Charlotte (WSOC)	EYEWITNESS NEWS 430A	9/21/12
32.0	Cancelled Line / Spot	09/25/12-09/25/12	4	:30	5:30P- 6P (EST)	1								1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	9/21/12
33.0	Cancelled Line / Spot	09/25/12-09/25/12	4	:30	6P- 6:30P (EST)	1								1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	9/21/12
34.0	Cancelled Line / Spot	09/25/12-09/25/12	4	:30	6:30A- 7A (EST)	1								1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	EYEWITNESS NEWS 630A	9/21/12
35.0	Cancelled Line / Spot	09/25/12-09/25/12	5	:30	6:58P- 7:30P (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	INSIDE EDITION	9/21/12
36.0	Cancelled Line / Spot	09/25/12-09/25/12	4	:30	7A- 8A (EST)	1								1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GOOD MORNING AMERICA	9/21/12
37.0	Cancelled Line / Spot	09/25/12-09/25/12	5	:30	7:30P- 7:56P (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	ENTERTAINMENT TONIGHT	9/21/12
38.0	Cancelled Line / Spot	09/26/12-09/26/12	5	:30	10A- 11A (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	DR. PHIL	9/21/12
39.0	Cancelled Line / Spot	09/26/12-09/26/12	5	:30	12:02A- 1:06A (EST)	1								1	\$150.00	\$150.00	Charlotte (WSOC)	JIMMY KIMMEL	9/21/12

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Grand Total:

**Spots** **Rate**

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40.0	Cancelled Line / Spot	09/26/12-09/26/12	4	:30	4:30A-4:59A (EST)				1					1	\$175.00	\$175.00	Charlotte (WSOC)	EYEWITNESS NEWS 430A	9/21/12
41.0	Cancelled Line / Spot	09/26/12-09/26/12	4	:30	5:30A-6A (EST)				1					1	\$525.00	\$525.00	Charlotte (WSOC)	EYEWITNESS NEWS 5A	9/21/12
42.0	Cancelled Line / Spot	09/26/12-09/26/12	4	:30	6P-6:30P (EST)				1					1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	9/21/12
43.0	Cancelled Line / Spot	09/26/12-09/26/12	4	:30	6P-6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	9/21/12
44.0	Cancelled Line / Spot	09/26/12-09/26/12	5	:30	6:58P-7:30P (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	INSIDE EDITION	9/21/12
45.0	Cancelled Line / Spot	09/26/12-09/26/12	4	:30	7A-8A (EST)				1					1	\$1,075.00	\$1,075.00	Charlotte (WSOC)		9/21/12

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